



**City of Enterprise**  
Parks and Recreation Department  
P.O. Box 311000  
Enterprise, AL 36331

31 January 2020

Dear Valued Community Member:

Parks and Recreation Departments are generally the core of any community and that is especially true in our city of Enterprise! We strive to bring the community together year-round with free or low-cost events, youth and adult sports, programs for those young and young-at-heart, and safe, interactive community parks. At a time when many Parks and Recreation Department's budgets are being cut, people are turning towards Parks and Recreation to provide affordable events, programs, and sports for their communities. None of what we do would be possible without the support and partnership of local businesses and organizations.

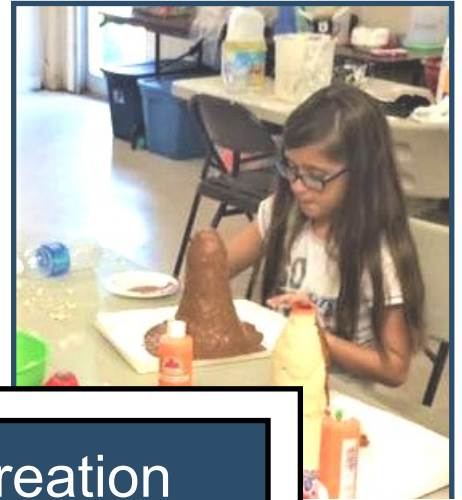
We at Parks and Recreation have so many things we want to improve upon and bring to Enterprise, but we need your help and support in making that a reality! Sponsorship opportunities will provide excellent exposure for your organization or business and will highlight your value and public image to the community. You will find endless opportunities to reach new customers and give back to your local community. By sponsoring events and programs that benefit the residents, you not only gain increased marketing opportunities, but also an appreciation and positive image from the city of Enterprise residents.

Please take a look through our Sponsorship Opportunities for more information and opportunities to invest in our community. If you have any questions or would like more information, please contact me at [ahutto@enterpriseal.gov](mailto:ahutto@enterpriseal.gov) or (334) 348-2682.

Sincerely,

Abby Hutto  
Recreation Program Coordinator  
[ahutto@enterpriseal.gov](mailto:ahutto@enterpriseal.gov)  
(334) 348-2682





## Enterprise Parks and Recreation 2020 Sponsorship Benefits Guide



(334) 348-2684  
421 E. Lee Street  
[WWW.ENTERPRISEAL.GOV](http://WWW.ENTERPRISEAL.GOV)







## OUR MISSION

Our mission is to provide a variety of recreational programs, facilities and park areas that will enhance the quality of life for all citizens in our community.

The City of Enterprise is a diversified community known for our traditional southern charm and progress, hence the nickname, the City of Progress. The unique blend of tradition and progress has made Enterprise an ideal place to live, shop, visit, retire, and raise a family. Enterprise is ranked as one of the “best places to live” and “business friendly” among many nationally ranked publications.

The Parks and Recreation Department is dedicated to providing diverse recreational opportunities, such as health and wellness programs for the community, activities for seniors, and summer camp for kids ages 5-12. We offer numerous programs in the areas of sports, rentals, special events, and activities. Sponsors play an important role in these special events, allowing us to provide top-notch programming at little to no cost to our community members.

Our Sponsorship Program provides unique and rewarding opportunities for local businesses to partner with us to provide community events throughout the year.

We appreciate your support and look forward to partnering with you!

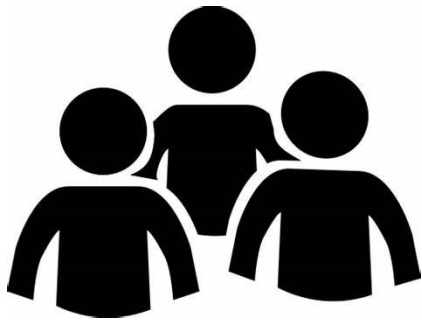
# Why partner with Enterprise Parks and Recreation?



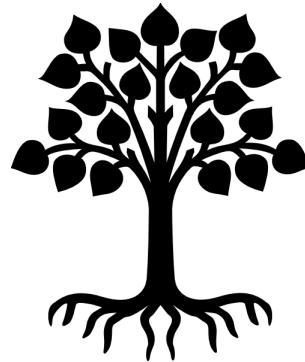
Year-round exposure at events, parks, and recreation facilities.



Show your support for programs and events that promote a healthy, active lifestyle.



Align your message with more than 15,000 people annually.



Grow your community by funding special events that can be enjoyed by everyone.

**Secure Your Sponsorship Today!**

Contact Abby Hutto | [ahutto@enterpriseal.gov](mailto:ahutto@enterpriseal.gov) | (334) 348-2682

# SPONSORSHIP OPPORTUNITIES

A Yearly Sponsorship means more than marketing at Enterprise's most trafficked events. Throughout the year, Parks and Recreation hosts many free or low-cost events for the community. We believe in bringing people together and staying social and active in a fun and healthy environment. Your sponsorship allows us to serve the community all while promoting our local businesses.

## **SINGLE HIT SPONSOR - \$500.00 (10 Spots Available)**

- A 4x8 banner to be displayed on one of our softball/baseball/football fields
- Free booth space at Spooky in the Park
- An 18"x24" corrugated sign to be displayed at Spooky in the Park
- Business name and logo listed on department website

## **DOUBLE HIT SPONSOR - \$800.00 ( 7 Spots Available)**

- Two 4x8 banners to be displayed on one of our softball/baseball/football fields
- Free booth space at Spooky in the Park
- An 18"x24" corrugated sign to be displayed at Spooky in the Park
- Business name and logo listed on department website
- Business name and logo on Spooky in the Park event signage, flyers, and Facebook posts
- Business name listed as sponsor on the back of Spooky in the Park staff shirts

## **TRIPLE HIT SPONSOR - \$1,000.00 ( 5 Spots Available)**

- Four 4x8 banners to be displayed on one of our softball/baseball/football fields
- Free booth space at Spooky in the Park and Children's Festival in the Park
- An 18"x24" corrugated sign to be displayed at Spooky in the Park and Children's Festival in the Park
- Business name and logo on Spooky in the Park event signage, flyers, and Facebook posts
- Business name listed as sponsor on the back of Spooky in the Park staff shirts
- Business name and logo listed on department website
- A 1/2 page ad in the state tournament program (if applicable)
- Special recognition as a Special Attraction Sponsor at Children's Festival in the Park

## **HOMERUN SPONSOR- \$2,500.00 (3 Spots Available)**

- Four 4"x16" banners to be displayed at one of our softball/baseball/football fields
- Free booth space at Spooky in the Park and Children's Festival in the Park
- An 18"x24" corrugated sign to be displayed at Spooky in the Park and Children's Festival in the Park
- Business name and logo on all special events signage, flyers, and Facebook posts
- Business name listed as sponsor on the back of Spooky in the Park staff shirts
- Business name and logo listed on newsletters and department website
- A 1/2 page ad in the state tournament program (if applicable)
- Special recognition as a Kid's Zone Sponsor at Children's Festival in the Park

## SPONSORSHIP OPPORTUNITIES CONT.

### GRAND SLAM- \$5,000.00 (2 Spots Available)

- Eleven 4"x16" banners to be displayed at one of our softball/baseball/football fields
- Free booth space at Spooky in the Park and Children's Festival in the Park
- Two 18"x24" corrugated signs to be displayed at Spooky in the Park and Children's Festival in the Park
- Business name and logo on all special events signage, flyers, and Facebook posts
- Business name listed as sponsor on the back of Spooky in the Park staff shirts
- Business name and logo listed on all newsletters and department website
- A ½ page ad in the state tournament program (if applicable)
- Special recognition as the Band sponsor at Children's Festival in the Park
- Logo on state tournament board brackets

### DOUBLE GRAND SLAM - \$7,000.00 (1 Spot Available)

- Eleven 4"x16" banners to be displayed at one of our softball/baseball/football fields
- Free booth space at Spooky in the Park and Children's Festival in the Park
- Two 18"x24" corrugated signs to be displayed at Spooky in the Park and Children's Festival in the Park
- Business name and logo on all special events signage, flyers, and Facebook posts
- Business name listed as sponsor on the back of Spooky in the Park staff shirts
- Business name and logo listed on newsletters and department website
- A ½ page ad in the state tournament program (if applicable)
- Special recognition as Firework Sponsor at Children's Festival in the Park
- Your organizations logo on all youth baseball/softball, football and basketball jerseys
- Logo on state tournament board brackets
- You will be invited on the stage during special events to address the crowd





# Banner Sponsorships

Have your business or organization represented year-round on one of our 12 ball fields used for baseball, softball and youth football. We take care to rotate our banners around the fields that are receiving the highest traffic at different times of the year and with different sports.

Your message will be seen by over 15,000\* people. Many are from out of town and are looking for restaurants, hotels and retail stores.



Quantity	New Price
1 Field	\$225.00 ea.
4 Fields	\$850.00
6 Fields	\$1,200.00
8 Fields	\$1,520.00
11 Fields	\$2,000.00

*Disclaimer: All banners are the property of Enterprise Parks and Recreation*

# 2020 SPONSORSHIP AGREEMENT

## Commitment Level (Yearly)

- |  |   |
|--|---|
| <input type="checkbox"/> Single Sponsor - \$500.00   | <input type="checkbox"/> Homerun Sponsor - \$2,500.00           |
| <input type="checkbox"/> Double Sponsor - \$800.00   | <input type="checkbox"/> Grand Slam Sponsor - \$5,000.00        |
| <input type="checkbox"/> Triple Sponsor - \$1,000.00 | <input type="checkbox"/> Double Grand Slam Sponsor - \$7,000.00 |

## Banner Sponsorship (Yearly)

- |  |   |
|--|---|
| <input type="checkbox"/> 1 Field - \$225.00    | <input type="checkbox"/> 8 Fields - \$1,520.00  |
| <input type="checkbox"/> 4 Fields - \$850.00   | <input type="checkbox"/> 11 Fields - \$2,000.00 |
| <input type="checkbox"/> 6 Fields - \$1,200.00 |   |

Name of Business/Organization: \_\_\_\_\_

Mailing Address: \_\_\_\_\_  
Street City State Zip Code

Billing Address: \_\_\_\_\_  
Street City State Zip Code

Contact Person: \_\_\_\_\_ Phone #: \_\_\_\_\_

Email Address: \_\_\_\_\_

## Payment Option:

- |   |  |
|---|--|
| <input type="checkbox"/> My full payment is included        | <input type="checkbox"/> Invoice me for full payment |
| <input type="checkbox"/> Invoice bi-annually (March/August) | <input type="checkbox"/> Invoice me quarterly        |

I agree to pay the Sponsorship fee (tax deductible) in full, and if choosing a payment option, can not choose to stop paying until the full sponsorship agreed upon and chosen above has been paid in full. All sponsorships should be paid in full by the end of our 2020 fiscal year, September 27, 2020.

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Printed Name

\_\_\_\_\_  
Date

**Please return this completed form to the address shown below**

**Mail to: Abby Hutto**

**c/o EPRD**

**P.O. Box 311000**

**Enterprise, AL 36331**